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The claims defining the invention are as follows:

- 5 1. ^{sub B1} A method of presenting supplemental information, action, or both, with time-sequence data, including:
providing time-sequence data;
separately providing supplemental information, action, or both, from said time-sequence data;
linking said supplemental information, action, or both, with said time-sequence data during playback of said time-sequence data.
- 10 2. The method according to claim 1, wherein said supplemental information, action, or both, is linked with said time-sequence data by a start time and a stop time.
- 15 ^{sub B1} 3. The method according to claim 1, wherein said supplemental information, action, or both, is linked with said time-sequence data by annotation information associated with said time-sequence data.
- 20 4. The method according to any one of claims 1 to 3, wherein said supplemental information, action, or both, is content-linked with said time sequence data.
- 25 5. The method according to claim 4, wherein said supplemental information, action, or both, is linked with said time-sequence data dependent upon on-the-fly analysis of the content of said time-sequence data during playback of said time-sequence data.
- 30 6. The method according to claim 1, wherein said time-sequence data is animation, audio, and/or video data.

7. The method according to claim 1, wherein said time-sequence data is provided by broadcast.

5 8. The method according to claim 1, wherein said time-sequence data is provided via a network.

9. The method according to claim 1, wherein said supplemental information, action, or both, is provided remotely via a network.

10 10. The method according to claim 1, wherein said supplemental information, action, or both, includes a displayed prompt with which a user can interact by user input.

11. The method according to claim 1, wherein said supplemental
15 information, action, or both, includes a link to a remote location.

12. The method according to claim 11, wherein said link is a universal resource locator (URL).

20 13. The method according to claim 1, wherein said time-sequence data and said supplemental information, action, or both are linked by a link means.

14. The method according to claim 13, wherein two or more of said link means, said time-sequence data, and said supplemental information, action, or both, are
25 initially co-located at their source.

15. The method according to claim 13, wherein two or more of said link means, said time-sequence data, and said supplemental information, action, or both, are initially remotely located at one or more source locations.

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16. An apparatus for presenting supplemental information, action, or both, with time-sequence data, including:

means for providing time-sequence data;

5 means for separately providing supplemental information, action, or both, from said time-sequence data; and

means for linking said supplemental information, action, or both, with said time-sequence data during playback of said time-sequence data.

17. The apparatus according to claim 16, wherein said supplemental
10 information, action, or both, is linked with said time-sequence data by a start time and a stop time.

18. The apparatus according to claim 16, wherein said supplemental
15 information, action, or both, is linked with said time-sequence data by annotation information associated with said time-sequence data.

19. The apparatus according to ~~any one of claims 16 to 18~~, wherein said supplemental information, action, or both, is content-linked with said time sequence data.

20. The apparatus according to claim 19, wherein said supplemental information, action, or both, is linked with said time-sequence data dependent upon on-the-fly analysis of the content of said time-sequence data during playback of said time-sequence data.

21. The apparatus according to claim 16, wherein said time-sequence data is animation, audio, and/or video data.

22. The apparatus according to claim 16, wherein said time-sequence data
30 is provided by broadcast.

23. The apparatus according to claim 16, wherein said time-sequence data is provided via a network.

24. The apparatus according to claim 16, wherein said supplemental
5 information, action, or both, is provided remotely via a network.

25. The apparatus according to claim 16, wherein said supplemental
information, action, or both, includes a displayed prompt with which a user can interact
by user input.

10 26. The apparatus according to claim 16, wherein said supplemental
information, action, or both, includes a link to a remote location.

27. The apparatus according to claim 16, wherein said link is a universal
15 resource locator (URL).

28. The apparatus according to claim 16, wherein said time-sequence data
and said supplemental information, action, or both are linked by a link means.

20 29. The apparatus according to claim 16, wherein two or more of said link
means, said time-sequence data, and said supplemental information, action, or both, are
initially co-located at their source.

30 29. The apparatus according to claim 28, wherein two or more of said link
25 means, said time-sequence data, and said supplemental information, action, or both, are
initially remotely located at one or more source locations.

31 30. A computer program product having a computer readable medium
having a computer program recorded therein for presenting supplemental information,
30 action, or both, with time-sequence data, including:
means for providing time-sequence data;

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means for separately providing supplemental information, action, or both, from said time-sequence data; and

means for linking said supplemental information, action, or both, with said time-sequence data during playback of said time-sequence data.

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32 31. The computer program product according to claim 30, wherein said supplemental information, action, or both, is linked with said time-sequence data by a start time and a stop time.

33 32. The computer program product according to claim 30, wherein said supplemental information, action, or both, is linked with said time-sequence data by annotation information associated with said time-sequence data.

34 33. The computer program product according to any one of claims 30 to 32, wherein said supplemental information, action, or both, is content-linked with said time sequence data.

35 34. The computer program product according to claim 33, wherein said supplemental information, action, or both, is linked with said time-sequence data dependent upon on-the-fly analysis of the content of said time-sequence data during playback of said time-sequence data.

36 35. The computer program product according to claim 30, wherein said time-sequence data is animation, audio, and/or video data.

37 36. The computer program product according to claim 30, wherein said time-sequence data is provided by broadcast.

38 37. The computer program product according to claim 30, wherein said time-sequence data is provided via a network.

39 38. The computer program product according to claim 31, wherein said supplemental information, action, or both, is provided remotely via a network.

40 39. The computer program product according to claim 31, wherein said supplemental information, action, or both, includes a displayed prompt with which a user can interact by user input.

41 40. The computer program product according to claim 31, wherein said supplemental information, action, or both, includes a link to a remote location.

10 42 41. The computer program product according to claim 31, wherein said link is a universal resource locator (URL).

43 42. The computer program product according to claim 31, wherein said time-sequence data and said supplemental information, action, or both are linked by a link means.

44 43. The computer program product according to claim 31, wherein two or more of said link means, said time-sequence data, and said supplemental information, action, or both, are initially co-located at their source.

45 44. The computer program product according to claim 43, wherein two or more of said link means, said time-sequence data, and said supplemental information, action, or both, are initially remotely located at one or more source locations.

25 46 45. A method of providing value-added content related to at least one of animation, audio, and video data, while said at least one of animation, audio, and video data is being presented to a user, including the steps of:

delivering said at least one of animation, audio, and video data for presentation to said user;

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providing said value-added content being separate from said at least one of animation, audio and video data; and

providing linking means, separate from said at least one of animation, audio, and video data, for linking said value-added content with said at least one of animation, audio, and video data in a controllable and on-the-fly manner prior to presentation of said at least one of animation, audio, and video data and said value-added content.

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46. The method according to claim 45, further including the step of presenting for said user said at least one of animation, audio, and video data and said value-added content.

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47. The method according to claim 45, wherein said value-added content is an advertisement.

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48. The method according to claim 45, wherein said linking means includes a start time and a stop time of said value-added content in relation to said at least one of said animation, audio, and video data.

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50. The method according to claim 45, wherein said linking means includes an annotation associated with said at least one of said animation, audio, and video data.

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50. The method according to claim 45, wherein said value-added content includes a universal resource locator (URL).

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51. The method according to claim 45, wherein said value-added content includes a set of instructions for performing operations on a local apparatus or a remote apparatus linked with said local apparatus by a network.

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~~52.~~ The method according to claim ~~46~~⁴⁷, wherein said value-added content is presented separately in a device for reproducing said at least one of animation, audio and video data.

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~~53.~~ The method according to claim ~~46~~⁴⁷, wherein said value-added content is presented in or on said at least one of animation, audio and video data in a device for reproducing said at least one of animation, audio and video data.

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~~54.~~ The method according to claim ~~45~~⁴⁶, wherein said linking means is dependent upon the content said at least one of animation, audio, and video data.

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~~55.~~ An apparatus for providing value-added content related to at least one of animation, audio, and video data, while said at least one of animation, audio, and video data is being presented to a user, including:

15 means for delivering said at least one of animation, audio, and video data for presentation to said user;

means for providing said value-added content being separate from said at least one of animation, audio and video data; and

20 means for providing linking means, separate from said at least one of animation, audio, and video data, for linking said value-added content with said at least one of animation, audio, and video data in a controllable and on-the-fly manner prior to presentation of said at least one of animation, audio, and video data and said value-added content.

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~~56.~~ The apparatus according to claim ~~55~~⁵⁶, further including means for presenting to said user said at least one of animation, audio, and video data and said value-added content.

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~~57.~~ The apparatus according to claim ~~55 or 56~~⁵⁸, wherein said value-added content is an advertisement.

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~~58.~~ The apparatus according to claim ⁵⁶~~55~~, wherein said linking means includes a start time and a stop time of said value-added content in relation to said at least one of said animation, audio, and video data.
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~~59.~~ The apparatus according to claim ⁵⁶~~55~~, wherein said linking means includes an annotation associated with said at least one of said animation, audio, and video data.
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~~60.~~ The apparatus according to claim ⁵⁶~~55~~, wherein said value-added content includes a universal resource locator (URL).
- 10 ⁶²
~~61.~~ The apparatus according to claim ⁵⁶~~55~~, wherein said value-added content includes a set of instructions for performing operations on a local apparatus or a remote apparatus linked with said local apparatus by a network.
- 15 ⁶³
~~62.~~ The apparatus according to claim ⁵⁷~~56~~, wherein said value-added content is presented separately in said means for representing said at least one of animation, audio and video data.
- 20 ⁶⁴
~~63.~~ The apparatus according to claim ⁵⁸~~56~~, wherein said value-added content is presented in or on said at least one of animation, audio and video data in said means for reproducing said at least one of animation, audio and video data.
- 25 ⁶⁵
~~64.~~ The apparatus according to claim ⁵⁶~~55~~, wherein said linking means is dependent upon the content said at least one of animation, audio, and video data.
- 30 ⁶⁶
~~65.~~ A computer program product having a computer readable medium having a computer program recorded therein for providing value-added content related to at least one of animation, audio, and video data, while said at least one of animation, audio, and video data is being presented to a user, including:

means for delivering said at least one of animation, audio, and video data for presentation to said user;

means for providing said value-added content being separate from said at least one of animation, audio and video data; and

5 means for providing linking means, separate from said at least one of animation, audio, and video data, for linking said value-added content with said at least one of animation, audio, and video data in a controllable and on-the-fly manner prior to presentation of said at least one of animation, audio, and video data and said value-added content.

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~~66.~~ The computer program product according to claim ⁶⁶~~65~~, further including means for presenting to said user said at least one of animation, audio, and video data and said value-added content.

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~~67.~~ The computer program product according to claim ⁶⁶~~65 or 66~~, wherein said value-added content is an advertisement.

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~~68.~~ The computer program product according to claim ⁶⁶~~65~~, wherein said linking means includes a start time and a stop time of said value-added content in relation to said at least one of said animation, audio, and video data

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The computer program product according to claim ⁶⁶~~65~~, wherein said linking means includes an annotation associated with said at least one of said animation, audio, and video data.

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~~70.~~ The computer program product according to claim ⁶⁶~~65~~, wherein said value-added content includes a universal resource locator (URL).

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~~71.~~ The computer program product according to claim ⁶⁶~~65~~, wherein said value-added content includes a set of instructions for performing operations on a local

computer program product or a remote computer program product linked with said local computer program product by a network:

72. The computer program product according to claim ~~66~~⁶⁷, wherein said value-added content is presented separately in said means for presenting said at least one of animation, audio and video data.

73. The computer program product according to claim ~~66~~⁶⁷, wherein said value-added content is presented in or on said at least one of animation, audio and video data in said means for reproducing said at least one of animation, audio and video data.

75. The computer program product according to claim ~~65~~⁶⁶, wherein said linking means is dependent upon the content said at least one of animation, audio, and video data.

76. A method of distributing advertisements with animation, audio and/or video data, said animation, audio and/or video data being delivered for presentation by way of broadcast or streaming over a network, said method including the steps of:

delivering said animation, audio and/or video data for presentation;

delivering a separate advertisement related to said animation, audio and/or video data;

providing an advertisement control link for linking said separate advertisement with said animation, audio and/or video data; and

presenting for a user said advertisement during presentation of said animation, audio and/or video data dependent upon said advertisement control link.

77. The method according to claim 76, wherein said advertisement is capable of connecting a user with a remote location via a network by user interaction with said advertisement.

78. The method according to claim 77, further comprising the step of vending a product or service by means of electronic commerce or contacting a call centre dependent upon said advertisement.

5 79. An apparatus for distributing advertisements with animation, audio and/or video data, said animation, audio and/or video data being delivered for presentation by way of broadcast or streaming over a network, said apparatus including:

means for delivering said animation, audio and/or video data for presentation;

10 means for delivering a separate advertisement related to said animation, audio and/or video data;

means for providing an advertisement control link for linking said separate advertisement with said animation, audio and/or video data; and

means for presenting for a user said advertisement during presentation of said

15 animation, audio and/or video data dependent upon said advertisement control link.

80. The apparatus according to claim 79, wherein said advertisement is capable of connecting a user with a remote location via a network by user interaction with said advertisement.

20 81. The apparatus according to claim 80, further comprising means for vending a product or service using electronic commerce or by contacting a call centre dependent upon said advertisement.

25 82. An computer program product for distributing advertisements with animation, audio and/or video data, said animation, audio and/or video data being delivered for presentation by way of broadcast or streaming over a network, said computer program product including:

means for delivering said animation, audio and/or video data for presentation;

30 means for delivering a separate advertisement related to said animation, audio and/or video data;

means for presenting for a user said advertisement during presentation of said animation, audio and/or video data dependent upon said advertisement control link.

83. The computer program product according to claim 82, wherein said advertisement is capable of connecting a user with a remote location via a network by user interaction with said advertisement.

84. The computer program product according to claim 83, further comprising means for vending a product or service using electronic commerce or by contacting a call centre dependent upon said advertisement.